



WDAF-TV

REVISION ORDER

Print Date 10/03/12 Page 1 of 4

Flight Dates 10/02/12-10/08/12

Contract / Revision 580380 /
Original Date / Revision 10/03/12 10/03/12
Advertiser Nixon, Jay/D/MO/Governor

Agency Campaign Group

Buying Contact

1600 Locust Street
Philadelphia, PA 19103

Product NIXON 4 GOV
Agency Com 15%
Billing Contact
1600 Locust Street
Philadelphia, PA 19103

Sales Office DC-M
Sales Region NAT
Agency Ref

Order Sep 00:25:00
Estimate #
Alt Order # 09834711
Billing Type Cash
Order Type GENERAL
Billing Cycle EOM/EOC
Billing Calendar BROADCAST
Demographic A25-54
Rev Codes SP-POL PLC GEN
Product Codes PL1Eb
Priority 3
Advertiser Ref

Primary Account Executive
Dan Driscoll

Account Executive	Order%	Start Date	End Date
Dan Driscoll	100%		

Order Share 22% Market Value 201250

Competing Station	% of Order	Amount
KCPT	%	0
KCTV	34%	68425
KCWE	%	0
KMBC	28%	56350
KMCI	%	0
KPXE	%	0
KSHB	16%	32200
KSMO	%	0

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	72	\$37,633.75	\$44,275.00	0.00	10/01/12	10/08/12	72	\$37,633.75	\$44,275.00
Totals	72	\$37,633.75	\$44,275.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
1	4	10/06/12	10/06/12	Sa 7-9a Sa 7-9a	CM-All	Sa 7-9a	-----S-	:30	1	\$300.00	3	0.00	NM	1	\$300.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S-					1	\$300.00		0.00			
2	4	10/07/12	10/07/12	Su 7-9a Su 7-9a	CM-All	Su 7-9a	-----S	:30	1	\$300.00	3	0.00	NM	1	\$300.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S					1	\$300.00		0.00			
3	4	10/02/12	10/05/12	M-F 6-7a M-F 6-7a	CM-All	6-7a	--WTF--	:30	5	\$600.00	2	0.00	NM	5	\$3,000.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	--WTF--					5	\$600.00		0.00			



WDAF-TV

Print Date: 10/03/12

Page 2 of 4

Contract / Revision 580380 Flight Dates 10/02/12-10/08/12

Hiatus Dates

Original Date / Revision 10/03/12/ 10/03/12

Order Sep 00:25:00

Advertiser Nixon, Jay/D/IMO/Governor Product NIXON 4 GOV

Estimate #

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
4	4	10/02/12	10/05/12	M-F 7-9a M-F 7-9a	CM-All	7-9a	--WTF--	:30	8	\$525.00	2	0.00	NM	8	\$4,200.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	--WTF--					8	\$525.00		0.00			
5	4	10/08/12	10/08/12	M-F 7-9a M-F 7-9a	CM-All	7-9a	M-----	:30	2	\$525.00	2	0.00	NM	2	\$1,050.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	M-----					2	\$525.00		0.00			
6	4	10/02/12	10/05/12	M-F 5-6p M-F 5-6p	CM-All	5-6p	--WTF--	:30	6	\$600.00	2	0.00	NM	6	\$3,600.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	--WTF--					6	\$600.00		0.00			
E 7	4	10/07/12	10/07/12	Su 5-6p Su 5-6p	CM-All	5-6p	-----S	:30	1	\$250.00	2	0.00	NM	0	\$0.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S					1	\$250.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>			<u>Rtg</u>	<u>Type</u>		
1	4	10/01/12-10/07/12		Su 5-6p	5-6p		-----Su	:30	(\$250.00)			0.00	NM		
Credited															
8	4	10/02/12	10/05/12	M-F 9-10p M-F 9-10p	CM-All	9-10p	--WTF--	:30	5	\$1,200.00	2	0.00	NM	5	\$6,000.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	--WTF--					5	\$1,200.00		0.00			
9	4	10/02/12	10/06/12	M-F 10-1030p M-F 10-1030p	CM-All	10-1030p	--WTF--	:30	4	\$1,200.00	2	0.00	NM	4	\$4,800.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	--WTF--					4	\$1,200.00		0.00			
10	4	10/08/12	10/08/12	M-F 10-1030p M-F 10-1030p	CM-All	10-1030p	M-----	:30	1	\$1,200.00	2	0.00	NM	1	\$1,200.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	M-----					1	\$1,200.00		0.00			
11	4	10/06/12	10/06/12	Sa 10-1030p Sa 10-1030p	CM-All	10-1030p	-----S-	:30	1	\$800.00	2	0.00	NM	1	\$800.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S-					1	\$800.00		0.00			
12	4	10/02/12	10/05/12	M-F 530-6a M-F 530-6a	CM-All	530-6a	--WTF--	:30	4	\$300.00	2	0.00	NM	4	\$1,200.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	--WTF--					4	\$300.00		0.00			
13	4	10/08/12	10/08/12	M-F 530-6a M-F 530-6a	CM-All	530-6a	M-----	:30	1	\$300.00	2	0.00	NM	1	\$300.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	M-----					1	\$300.00		0.00			

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals		
														Spots	Amount	
24	4	10/04/12	10/04/12	Thursday Prime B	CM-All	8p-9p	---T---	:30	1	\$2,800.00	2	0.00	NM	1	\$2,800.00	
				FOX Prime Thursday 8-9p												
GLEE																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/01/12	10/07/12	---T---			1		\$2,800.00		0.00					
														Totals	72 \$44,275.00	